



February 27, 2010 Community Workshop

Summary of Community Input

Question 1 – Prioritizing 10 Factors

Factor	Total	Table #			
		1&2	3	4	5
1) Economic Development	47	10	8	12	17
2) Environmental Impacts	23	2	5	7	9
3) Housing Availability	5	0	0	3	2
4) Transit Ridership	24	8	5	5	6
5) Fiscal Stability	21	4	6	6	5
6) Regional Roadway Congestion	12	6	0	0	6
7) Local Roadway Congestion	13	7	3	0	3
8) Neighborhood “Villages”*	38	9	6	6	17
9) Commercial Corridors*	15	4	5	4	2
10) Strong Identity	13	0	2	8	3

*Participants at a number of the tables expressed some confusion regarding the distinction between neighborhood villages versus transit villages. Some community members indicated they would have changed their votes from #7-Neighborhood “Villages” to another choice if they had a better understanding that #7 only referred to growth in the non-transit villages. Table 1&2 expressed a similar confusion regarding #8-Commercial Corridors, stating that they would have cast fewer votes for #8 had they understood these corridors are not on fixed transit.

Exercise Notes – Summary of Table Discussions

Table 1 and 2:

- More pleasant, walkable downtown.
- Transit connections out of downtown to other areas, e.g., Santana Row (LRT).
- Should be more interconnected transit.
- How can City influence getting more transit or jobs (economic development, etc.).
- Intensify downtown more in all scenarios.
- One person did not want more downtown parks (no more parks if they are full of homeless).
- More people would take busses if more money were invested to make them pleasant.

- Implementation plan is important.
- Different transit systems should be better integrated with one ticket for all.
- Build demand for housing by providing jobs and then housing will come.
- Housing with “triggers” “timing” when some jobs already here.
- Rehabilitate and revitalize existing housing.
- First “self correct” – rebalance from past weighted housing emphasis to jobs first.

Table 3:

- Sense of belonging to a neighborhood serves the strong identify objective.
- Neighborhood Villages should be developed along and around transit first.
- Neighborhood Villages can serve as virtual campuses and provide an alternative to traditional working environments.
- Set higher jobs to employed resident target because jobs difficult to achieve.
- How will the City deal with federal and state laws that pose challenges to economic development and fiscal stability, and how will the City address its own laws?
- The City should encourage/require more business to business transactions and less service businesses.
- High Speed Rail allows San José to add more jobs, to become a regional job center.
- Equal jobs and housing is more sustainable.
- Scenario should result in less VMT (vehicle miles travelled) and increased transit ridership.
- Development should be phased.
- Encourage more high tech jobs.
- Question 2 Votes: 3 votes for “More capacity for jobs (Scenarios 1, 2, & 5)” and 2 votes for “A regional job center (Scenario 4)”
- No additional housing in Edenvale and North San José (beyond current capacity).
- Balance jobs and housing in neighborhood villages; should be a mix of uses.
- Maximize development in downtown.
- Caution against development that would break-up continuity of commercial corridors – need adequate implementation tools (e.g., form-based zoning).
- More jobs than housing in BART station areas.
- Prioritize development along BART, LRT then commercial corridors.
- Villages near adjacent communities should be job focused.

Table 4:

- Extremely important to build economic base.
- Reduce global warming from commuting.
- Identity/signature plays into economic development.
- Nice to be able to identify the areas within the City; build pride/signature architecture.
- Diversity plays into identity of neighborhoods; retain and market variety and opportunity to choose lifestyle.
- Diridon/Downtown/University as hub.
- San José State University: Energy, social entrepreneurship, integrating into downtown, magnet for innovation.

- Environmental impacts: development to embrace creeks and trails; water demand – using purple pipe.
- Lower priorities: roadway congestion (encourages transit use); too spread-out for effective mass transit - could use shuttles between hubs/villages.
- San José is not that bad (better than Houston) link with networks – avoid internally oriented development “weave into the fabric”.
- Economic development, identity and environmental impacts are interrelated.
- Even if some jobs leave other cities they’ll still have higher jobs.
- Jobs should be near transit.
- How are we going to turn around? Community involvement and political will.
- Residential development on formerly industrial land sometimes limits/mitigates liability for existing brownfields.
- If we provide jobs people may stay.
- We need to drive jobs – as economy improves, provide opportunity/incentives for job growth.
- Do we plan for capacity? Yes, in phases.
- As we get more aggressive regarding jobs, then villages are vital to job growth.
- Attractive sites for large employers? Employers like choices depending on company culture – opportunities near high speed rail.
- Schools / churches in villages provide social services. What if San José can no longer provide basic services because of the loss of employment revenue, then they will be impacted.
- If want 1:1 (jobs to employed resident ratio) need to provide for more capacity and flexibility to get there.
- Need flexibility. Aim high and scale down.
- Historic preservation – learn from downtown Sunnyvale, where historic main street is the only successful retail development.
- Need interesting architecture to have strong identity.

Table 5:

- Reduce environmental impacts.
- Promote fiscal balance.
- Reduce roadway congestion.
- More places to garden (community gardens).
- How to other south bay communities perform?
- Walkable communities are important.
- Economic development is a priority, but need housing – can do both, density is okay.
- If the region is job focused, where will people live?
- Need to consider fiscal impacts.
- Transit ridership is important too.
- Consider Scenario 5, as it is more balanced than other scenarios.
- Scenario 1 seems very different (negative compared to others).
- Concerned with environmental impacts from some scenarios, like traffic congestion.
- Question 2 Votes: All participants supported “More capacity for jobs (Scenarios 1, 2, and 5).” Two participants expressed some support for “Equal capacity for jobs and housing (Scenario 3).”

- Will residents nearby the Neighborhood Villages change their current attitudes and actually walk to villages?
- Buses and bus-rapid-transit could serve future growth areas like the neighborhood villages.